



Top Gun Opportunity Influence Map End User Getting Started Guide

After successfully installing and configuring the Opportunity Influence Map, you can begin mapping your contacts on your opportunity.

Open the application by clicking the “TG Opportunity Map” button on your opportunity.

[« Back to List: Opportunities](#)
[Products \[0\]](#) | [Open Activities \[0\]](#) | [Activity History \[0\]](#) | [Notes & Attachments \[0\]](#) | [Contact Roles \[0\]](#) | [Partners \[0\]](#) | [Competitors \[0\]](#) | [Stage History \[1\]](#)

Opportunity Detail

[TG Opportunity Map](#)

Opportunity Owner	Admin User	Amount	\$235,000.00
Private	☐	Expected Revenue	\$235,000.00
Opportunity Name	Burlington Textiles Weaving Plant Generator	Close Date	10/12/2013
Account Name	Burlington Textiles Corp of America	Next Step	
Type	New Customer	Stage	Closed Won
Lead Source	Web	Probability (%)	100%
		Primary Campaign Source	
Order Number	645612	Main Competitor(s)	John Deere
Current Generator(s)	John Deere	Delivery/Installation Status	Yet to begin
Tracking Number	830150301360		
Created By	Admin User , 11/2/2015 6:43 AM	Last Modified By	Admin User , 11/2/2015 6:43 AM
Description			
Custom Links	Delivery Status		

The first step in the application is to navigate to the “Add Contact” tab and add your first contact.

Burlington Textiles Weaving Plant Generator

[+ Add Contact](#)

[Evaluate](#)

[Tree View](#)

[Strategy View](#)



Select a contact from your account to add to the Opportunity Influence Map. Please note you can add any Salesforce contact to a map, even those outside of the current account you're working with.

Burlington Textiles Weaving Plant Generator

+ Add Contact Evaluate Tree View Strategy View

Find Contact

Search

☐ Include All Salesforce Contacts

RESULTS

Jack Rogers - VP, Facilities (Burlington Textiles Corp of America)

Complete the information for the contact you selected. Choose at least 1, but up to 3 Roles and Types. Click Next.

New Contact » Jack Rogers | VP, Facilities

ROLES

Up to 3 may be selected.

Not Involved	Gatekeeper
End User	Influencer
Evaluator	Coach
Spy	Owns Budget
Wizard	Ultimate DM

TYPES

Up to 3 may be selected, but at least 1 is required.

Executive	Financial
Technical	Administrative
Line of Business	

Cancel

Next

Save Changes

Burlington Textiles Weaving Plant Generator

+ Add Contact

☰ Evaluate

👤 Tree View

📍 Strategy View

JACK ROGERS

VP, Facilities

✎

Role

📣 Influencer

📅 Owns Budget

🔑 Ultimate DM

Type

📁 Executive

3 Friend

Buy Pwr 2

🔑

🎯

🔵 🔵 🔵 🔵

💬

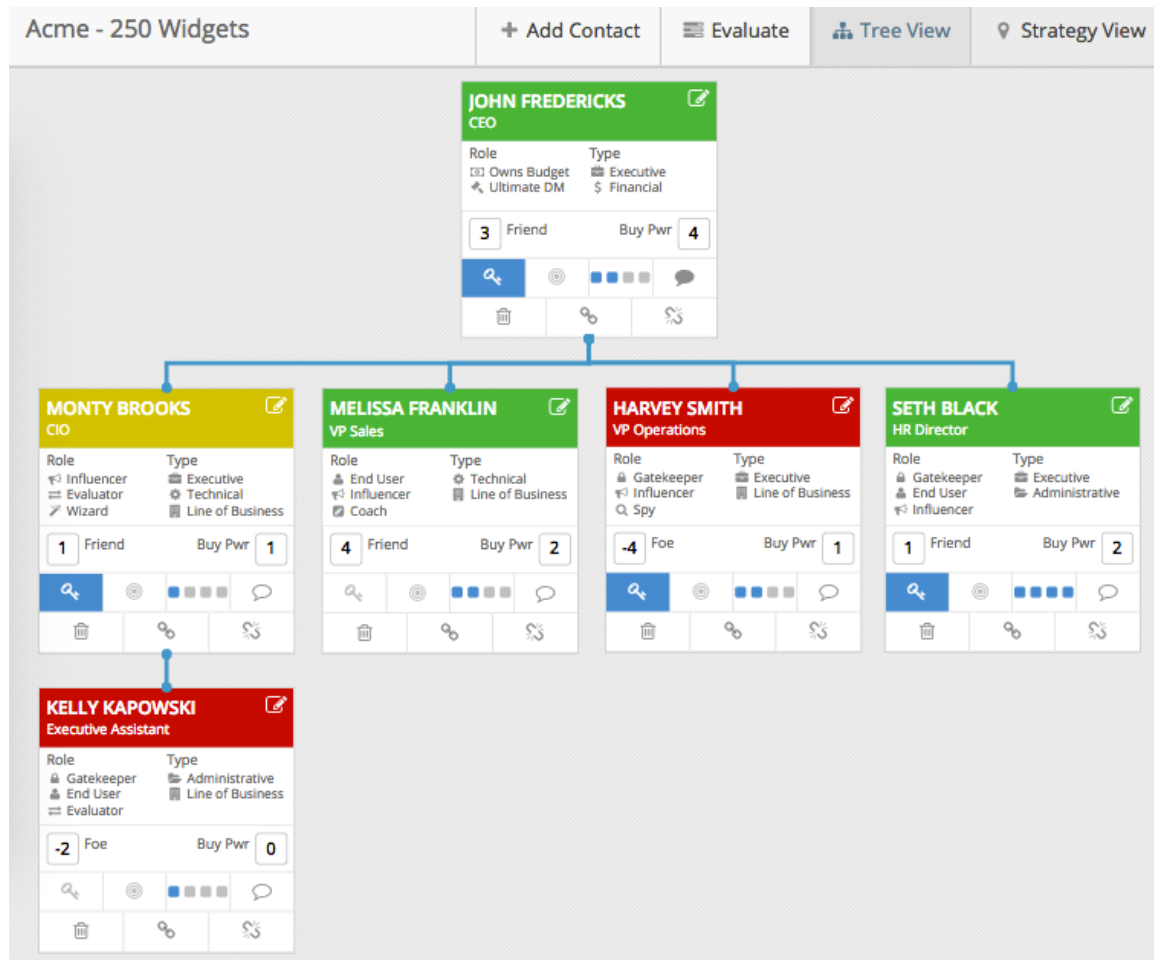
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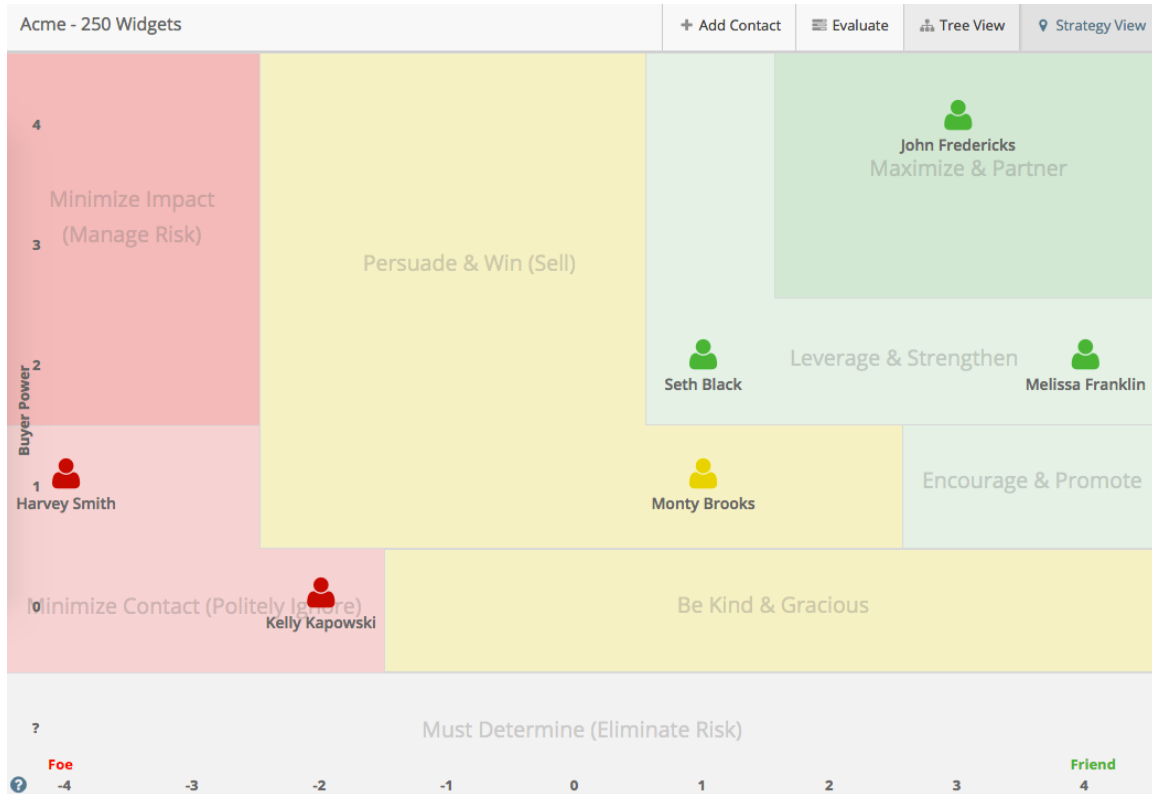


Here is the Tree View with 6 Contacts added and linked together.





Here is a look at the Strategy view with those 6 Contacts added. This view gives insights for how to interact and manage your opportunities contacts.



Here is an example of the Evaluation tab, which provides insights for you to complete your map, which ultimately helps you win more deals.

Map Evaluation

ISSUES:

- The UDM, John Fredericks, should not have a buyer power level of less than +3.
- The Wizard, Monty Brooks, should not have a buyer power level of less than +3.

WARNINGS:

- There isn't a Financial Buyer who is positive or "green" (i.e. is your advocate and has significant influence).
- John Fredericks's Buyer Power is unknown. Buyer Power needs to be determined.